

ABSTRAK

Digital marketing merupakan proses pemasaran menggunakan teknologi internet dan cara terbaik dalam memasarkan produk karena mampu menjangkau konsumen, relevan, dan tepat sasaran. Tidak sedikit pelaku usaha khususnya Usaha Mikro, Kecil, dan Menengah (UMKM) dalam mengenalkan merek dan memasarkan produknya menggunakan digital marketing. Salah satu *brand* lokal di Yogyakarta adalah *brand* Imokey. *Brand* Imokey ini sudah menggunakan digital marketing dan pastinya memerlukan perencanaan strategi yang tepat dalam melakukan digital marketing tersebut. Namun, ternyata masih banyak generasi Z yang belum mengetahui keberadaan *brand* Imokey. Tujuan dari penelitian ini untuk menganalisis strategi digital marketing komunikasi yang digunakan oleh *brand* Imokey dalam meningkatkan *brand awareness* pada generasi Z. Penelitian ini menggunakan model SOSTAC (*Situation Analysis, Objective, Strategy, Tactics, Action, dan Control*) dengan pendekatan kualitatif deskriptif yang membahas dengan mendalam mengenai fenomena. Hasil penelitian menunjukkan bahwa *brand* Imokey dalam merencanakan strategi digital marketing sudah sesuai dengan model SOSTAC yang di dalamnya terdapat *situation analysis* menggunakan analisis SWOT, *objective* berisi tujuan menggunakan digital marketing, strategi (segmentasi, targeting, dan positioning), taktik terdiri dari 4P (*product, price, place, dan promotion*) serta *promotional mix, action* yang menjelaskan proses pemasaran, dan *control* berupa evaluasi dari serangkaian pemasaran yang telah dilakukan. Meskipun strategi digital marketing *brand* Imokey dikatakan berhasil karena sudah memenuhi enam elemen model SOSTAC, namun dalam pelaksanaannya masih kurang maksimal karena *value* dan *content marketing* dari *brand* Imokey masih belum ditonjolkan dan konsisten.

Kata kunci : strategi digital marketing, *brand* lokal Imokey, kesadaran merek.

ABSTRACT

Digital marketing is a marketing process using internet technology and the best way to market products because they are able to reach consumers, are relevant, and right on target. Not a few business actors, especially Micro, Small and Medium Enterprises (MSMEs) in introducing brands and marketing their products using digital marketing. One of the local brands in Yogyakarta is the Imokey brand. This Imokey brand is already using digital marketing and of course requires proper strategic planning in doing the digital marketing. However, it turns out that there are still many Generation Z who do not know the existence of the Imokey brand. The purpose of this study is to analyze the digital marketing communication strategy used by the Imokey brand in increasing brand awareness in generation Z. This study uses the SOSTAC model (Situation Analysis, Objective, Strategy, Tactics, Action, and Control) with a descriptive qualitative approach that discusses the in depth about the phenomenon. The results show that the Imokey brand in planning digital marketing strategies is in accordance with the SOSTAC model which includes a situation analysis using SWOT analysis, objectives containing the purpose of using digital marketing, strategy (segmentation, targeting, and positioning), tactics consisting of 4Ps (product, price, place, and promotion) and promotional mix, action that describes the marketing process, and control in the form of evaluation of a series of marketing that has been done. Although the Imokey brand's digital marketing strategy is said to be successful because it has fulfilled the six elements of the SOSTAC model, its implementation is still not optimal because the value and content marketing of the Imokey brand has not been highlighted and is consistent.

Keywords: digital marketing strategy, Imokey local brand, brand awareness